Title:

The Financial Impact of Revenue Sharing on Collegiate Basketball Programs during March Madness

Topic:

The topic I plan to explore is "Revenue Sharing in Collegiate Basketball during March Madness." Revenue sharing is critical for college basketball programs, especially during the March Madness tournament, which generates billions annually from TV rights, sponsorships, and ticket sales. By examining how this revenue is shared among participating schools, we can understand the financial impact on both powerhouse programs and smaller institutions that rely on these funds.

Why this Topic?

Revenue sharing during March Madness mirrors similar models in professional sports, like the NBA or NFL, where revenue distribution is intended to promote competitive balance. In the NBA, for example, revenue sharing has had some success in leveling the playing field, enabling smaller-market teams to compete with bigger franchises. However, it also faces criticism, as large-market teams often feel burdened by sharing their higher revenue streams with lower-revenue teams. March Madness presents similar challenges, as many smaller schools depend heavily on their share of tournament revenue to fund their athletic departments. According to a 2022 *Sports Business Journal* article, while the revenue-sharing model allows these schools to maintain their sports programs, the actual distribution can still lead to gaps in funding. High-performing programs, which consistently advance in the tournament, receive a larger share of revenue, potentially disadvantaging smaller schools.

Thesis Statement:

Revenue sharing during March Madness serves as a financial stabilizer for smaller programs, granting them access to essential funding. However, as seen in both collegiate and professional sports, the system also tends to favor larger, high-performing programs, creating unintended financial inequalities. According to *The New York Times*, these imbalances echo criticisms in professional sports, where teams in smaller markets sometimes struggle to remain competitive despite revenue-sharing support. Understanding these dynamics provides a foundation for discussing how professional revenue-sharing frameworks could offer insights for improving financial balance within collegiate basketball.